



# Trade Events

**August 2003–January 2004**

<b>DATES</b>	<b>EVENT</b>	<b>LOCATION</b>
August 11–19	<b>Food Processing and Packaging Equipment Trade Mission</b> This mission will target the U.S. food processing and packaging equipment industry. The focus of the mission will be to match U.S. companies with potential agents, distributors, representatives, and joint venture partners.	Vietnam; Thailand; the Philippines
August 12–14	<b>Security 2003</b> Security 2003 is the 17th Annual Conference and Exhibition of the Australian Security Industry Association. This important event attracts more than 4,000 visitors, including the Australian security industry's key decision-makers, suppliers, and customers.	Sydney, Australia
September 8–12	<b>ACE 2003</b> This is a very important event for those involved in airline maintenance, engineering, and supply personnel, as well as for commercial, charter, and fixed-based operators. There will be conferences and seminars with sessions focused on current regulatory requirements and technical issues to improve safety, reliability and productivity.	Montreal, Canada
September 9–12	<b>AIMEX 2003</b> AIMEX is an international mining exhibition. AIMEX has been a major event in Australia since the 1970s and is recognized as one of the most important mining shows in the world. The show used to focus heavily on Australia. Australia is now considered to be a regional center of excellence in mining, and the show is being redefined with an emphasis on the Asia-Pacific region.	Sydney, Australia
September 9–12	<b>Chinaplas 2003</b> Chinaplas was launched in 1983 as an international exhibition for the plastics and rubber industries in China. Held annually, it rotates among the cities of Beijing, Shanghai, and Guangzhou.	Beijing, China
September 11–21	<b>IAA International Motor Show</b> This major international trade fair covers assembly engineering, CAD/CAM, factory automation, flexible production, industrial robots, machine tools, manipulation, engineering precision tools, and tools.	Hanover, Germany
September 15–19	<b>Health Care Technologies Mission</b> This matchmaker to Ireland and the United Kingdom will assist U.S. health care and medical companies, with a potential focus on the tele-health and biotechnology industries.	Ireland and the United Kingdom
September 18–21	<b>Expopharm 2003</b> Expopharm is the only major pharmaceutical industry event in Germany. The annual trade event usually counts over 500 exhibitors and roughly 20,000 strictly trade-only visitors. American manufacturers, wholesalers and exporters of pharmaceuticals, OTC products, health supplements, and cosmetics get a chance to present their products on the exhibition floor of this large international trade show.	Dusseldorf, Germany
September 21–23	<b>Franchising Trade Mission</b> The Commercial Service is organizing a franchising trade mission to Singapore and Shanghai, China. In Singapore, the mission will coincide with the largest franchising show in Asia, Global Franchising 2003.	Singapore and Shanghai, China
September 23–26	<b>U.S. Building Products Trade Mission</b> Sales of building products and construction materials will continue to flourish during the next five years in Canada's buoyant residential and renovation construction market. U.S. exporters, can profit from Canada's booming residential construction/renovation markets by participating in this event.	Toronto and Montreal, Canada
September 24–27	<b>Edifica 2003</b> This regional trade show includes building materials, construction equipment, and related services.	Santiago, Chile
October 2–10	<b>Oil and Gas Equipment Trade Mission</b> The mission will include representatives from U.S. oil and gas equipment and service companies interested in entering or expanding their presence in Kazakhstan. While in Almaty, the mission participants will visit the Kazakhstan International Oil and Gas Exhibition.	Almaty, Kazakhstan

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Tel: (202) 482-4423  
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**VIETNAM, THAILAND, MALAYSIA, AND**  
**SINGAPORE**

Southeast Asia is an often-overlooked market for U.S. products. To take advantage of the opportunities in this region, however, companies want solid distributors who know how to navigate the regulatory and purchasing systems. By meeting with major end users, distributors, and suppliers of medical devices, U.S. participants will gain firsthand knowledge of these markets and make contacts with decision-makers in medical equipment procurement.

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**WORLD CUSTOMS FORUM  
AND EXHIBITION****SEPTEMBER 22–25, 2003**  
**BUDAPEST, HUNGARY**

The first annual exhibition of technology for the work of customs and transportation security agencies will be held at the Hunexpo Fair Center, adjacent to the meeting of the World Customs Forum, which is a professional exchange program organized by the 161 member countries of the World Customs Organization. More than 300 professional participants are expected. The show presents a unique opportunity for access to official customs and security agencies for such technologies as test and detection equipment, non-intrusive inspection equipment, information technology, and other technology to enhance the security of multimodal transportation.

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<b>DATES</b>	<b>EVENT</b>	<b>LOCATION</b>
October 5–7	<b>Golf Europe</b> The Office of Consumer Goods, in conjunction with the U.S. Commercial Service in Munich, is sponsoring a U.S. product sample and literature center at Golf Europe. This promotion should help U.S. companies that are looking for distributors, joint venture partners, or new sales opportunities. Golf Europe is Europe's leading golf equipment trade show.	Munich, Germany
October 6–10	<b>Electronic Americas</b> Electronic Americas, a biennial international trade fair, is the largest event of its kind in South America for electronic components, assemblies, and electronics production. Electronic components constitute the best prospect for U.S. exports to Brazil.	São Paulo, Brazil
October 7–12	<b>TIB 2003</b> The Bucharest International Fair is the leading commercial event in Romania and one of the most prominent trade fairs in Eastern Europe. It is a general technical fair, with strong emphasis on industrial equipment and industrial consumer goods. The fair consists of 41 separate pavilions and includes 55,000 square meters of indoor space and 45,000 square meters of outdoor space.	Bucharest, Romania
October 16–21	<b>EquipAuto 2003</b> EquipAuto is the world's most comprehensive exhibition for the automotive industry, covering new technologies in original equipment, spare parts, customer service, and garage equipment. There will be two specialized U.S. pavilions for which the Commercial Service in France will provide support. EquipAuto will offer workshops, conferences, and seminars to bring together engineers, managers, buyers, and sellers.	Paris, France
November 12–14	<b>Cosmoprof Asia 2003</b> This event is the Asia-Pacific region's largest showcase for products and services in cosmetics, toiletry, perfume, hairdressing, spa, and beauty sectors. Celebrating its eighth year in Asia, Cosmoprof will feature more than 600 exhibitors and a large-scale U.S. pavilion.	Hong Kong
November 13–17	<b>InterCHARM 2003</b> The cosmetics market in Russia has great potential for U.S. companies. InterCHARM is the largest beauty and health products exhibition in Eastern Europe. In 2002, more than 600 companies from 23 countries participated, along with 65,000 visitors. The cosmetics and health products market is one of the fastest-growing markets in Russia.	St. Petersburg, Russia
November 20–22	<b>Expo Pesca 2003</b> Expo Pesca 2003 is an international trade show of equipment, supplies, and services for the fishing and fish farming industries. The U.S. Commercial Service in Lima will have a booth at the show and will host a catalog exhibition for U.S. firms unable to exhibit directly. Fishing is the second-largest industry in Peru, representing more than 5 percent of the GDP and over 10 percent of total exports.	Lima, Peru
November 26–December 6	<b>Essen Motor Show</b> This show features automotive tuning and racing equipment and accessories, as well as classic and antique vehicles. In addition, a wide range of customizing items are displayed, and part of the show concentrates on auto high-fidelity equipment and related products.	Essen, Germany
December 3–5	<b>Natural Products Asia 2003</b> This show features all products, edible and non-edible, related to healthy lifestyles and developing a healthy planet. It includes 200 exhibitors and 5,000 professional buyers. This fair will allow U.S. companies in the natural products industry to establish ties, and demonstrate their products to buyers, in Asia.	Hong Kong
December 7–11	<b>USA Trade Week Russia</b> This is a comprehensive exhibition of U.S. products and services. The exhibition will be preceded by a two-day conference with workshops featuring an "A to Z" approach to doing business in Russia, as well as discussion of all aspects of trade between Russia and the United States. This is the only exhibition of its type for U.S. firms interested in Russia. It will attract qualified business visitors from all parts of Russia.	Moscow, Russia
January 9–11, 2004	<b>Reisemarkt Rhein-Neckar-Pflaz</b> This regional consumer travel show attracts approximately 22,000 visitors from the Rhein-Neckar region of Germany (2 million inhabitants). In 2002, there were 240 exhibitors from 18 countries. U.S. tourism firms can benefit from increased exposure through a unified U.S. tourism presence. Literature should be in German if possible.	Mannheim, Germany

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ServicesElizabeth Powell  
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TRADE MISSION****SEPTEMBER 22-25, 2003  
MEXICO**

Mexico is considered one of the most important manufacturing areas for the automotive industry in the Western Hemisphere. With an impressive double-digit annual growth rate in total units manufactured of automobiles, trucks and buses, Mexico is becoming a target market for automotive industries, including parts sub-assemblies, consumables, and services. A number of automobile companies have set up manufacturing plants in small and medium-sized cities in Mexico to serve the export and local markets. Nissan established its main manufacturing facility in Aguascalientes, investing more than \$1 billion. General Motors established a large award-winning operation of light trucks and SUVs in Silao, Guanajuato, and has plans for an 11-percent increase in production over the next year.

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**BUILDING PRODUCTS TRADE MISSION****SEPTEMBER 23-24, 2003  
CANADA**

Sales of building products and construction materials will continue to flourish during the next five years in Canada's buoyant residential and renovation construction market. New residential construction in Canada is set to reach a 12-year high in 2002, and it is expected to prosper for the next four years. A booming home renovation market in Canada is being fueled by the continued strength of the resale home market, growth in disposable income, and a rising trend in renovations by renters. Spending on renovation is expected to reach \$18 billion in 2002, up from \$17.2 billion in 2001. U.S. exporters, with building products for the housing and renovation sectors, can profit from Canada's booming residential construction and renovation markets and increase their export sales in Canada by participating in this mission.

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**A full listing of upcoming trade events  
is available via [www.export.gov](http://www.export.gov).**